

THE ILLINOIS BILL.

The Bill for the Registration of Trained Nurses of Illinois passed the House May 5th.

It is to be hoped the nurses in that State will have fair play this time.

Last year the Governor vetoed the Bill. There are so many wheels within wheels in politics.

Professional Philanthropy.

The following letter has been sent to us by a reader, who requests an expression of opinion from us concerning it. We feel convinced that the Hon. Sydney Holland, the Chairman of the London Hospital, must have had strong reasons and ample proofs before he published such a document, and he can only have taken this step in the public interest.

"London Hospital, E.,

"June, 1905.

"DEAR SIR,

"You will probably be receiving, if you have not already received, a letter from the advertising canvasser of the *Hospital* newspaper, pointing out to you the advantages of advertising in the *Hospital* Sunday Supplement of that paper.

"I have received such a letter, written to the Poplar Hospital, in which we are told that 'the sole design of this Supplement is to serve the Voluntary Institutions; and consequently the charges which are made for appeals are nominal.'

"I take leave to say that this is nothing short of inaccurate and misleading humbug, and I hope the letter has not been seen by the owner or owners of the *Hospital* newspaper.

"The object of this Supplement, and, as I think, the extortionate charges made for advertising in it, is to bring 'grist to the mill' of the proprietor or proprietors of that paper. There is no reason why this should not be done, but in face of what I am about to tell you, it is too much to suggest that the charges made are on such a scale as to make the insertion of these advertisements an act of disinterested philanthropy! And to say that the charges are 'nominal' is to state what is untrue.

"I wonder whether Hospital Chairmen and Secretaries know that this paper, whose 'sole design is to serve the Voluntary Hospitals,' charges Hospitals very greatly in excess of what is charged to Tradesmen for the same amount of space. I wonder, also, if they know that Hospitals are not even allowed the special reduction which is made to Tradesmen, even on the lower prices charged to them, if they send their advertisements through an agent.

"I think that when Hospital officials know this they will, if they continue to advertise at all, rightly

insist that they should be put, as regards advertisements, on the same scale of charges as Tradesmen who advertise in that paper. Consider the huge disproportion of charges made 'solely in the interests of the Voluntary Institutions.' There are four special issues of the *Hospital* in the course of the year, called—

"The Spring Number.

"The Autumn Number.

"The Hospital Sunday Number.

"The Christmas Number.

Each of these issues is said to be about 25,000 to 30,000, so that, if the paper really ever reaches that number of readers, the numbers are about the same.

"Here are the prices charged. They have varied slightly in the course of the last few years, but generally in the direction of raising them, rather than lowering them, to Hospitals.

*CHARGE TO HOSPITALS.

Hospital Sunday.

Christmas Appeal.

CHARGE TO TRADESMEN.

Autumn Number.

Spring Number.

	£	s.	d.	£	s.	d.	£	s.	d.
1 page ...	7	7	0	5	0	0	4	0	0
1/2 page ...	3	15	0	2	15	0	2	0	0
1/4 page ...	2	0	0	1	10	0	1	0	0
1/8 page ...	1	12	0						
1/16 page ...	1	5	0	0	15	0	0	10	0

These are the lowest charges to Hospitals. I have a letter from the agent quoting even a higher scale.

"Hospitals are therefore charged very much more for the same amount of space than is charged to Tradesmen.

"The *Lancet*, whose sole design is really to help Hospitals, delivers a large number of free copies in the Churches, and makes no charge at all to Hospitals, though setting out the figures of each separately.

"We are told in this same letter, issued from the Office of the *Hospital*, that the *Hospital* has the privilege of being the only paper delivered in St. Paul's Cathedral. And this is held out to us as a further inducement to pay these 'nominal' charges for advertising in it.

"I shall be surprised if the authorities of St. Paul's Cathedral continue this privilege, when they learn that it is used as a lever to get advertisements at this high rate from Hospitals whom they (the authorities) certainly wish to help.

"I have had a correspondence with Sir Henry Burdett about this disproportion of charges made to Hospitals and Tradesmen, and he has denied absolutely that Hospitals are charged more for the same amount of space. But the facts speak for themselves.

"Yours faithfully,

"SYDNEY HOLLAND."

[previous page](#)

[next page](#)